PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Frank Alfieri DATE: June 22, 1995

FROM J. Yvette Robinson/Event Marketing

SUBJECT: Event Fact Sheet for Viva Mexico

Marlboro Community Event Marketing will be a participant at Viva Mexico on July 22 through July 23, 1995. Specific information is as follows:

EVENT: Viva Mexico

DATES: July 22-23, 1995

TIMES: Saturday - 10am-10pm
Sunday - 10am-10pm

LOCATION: Plaza Garibaldi
Chicago, IL

PHILIP MORRIS ACTIVITIES: As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- The right to operate one 10' x 22' exhibit booth and two kiosks, each to be provided by Philip Morris, to conduct cigarette sales and distribute branded incentive items to smokers 21 years of age and older, in a high traffic location at the Event to be mutually agreeed upon by the parties;
- The right to hang banners and signage on and around the exhibit booth and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties; and
- The right to recognition in advertising placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or **MARLBORO**, provided that the approval is effected on a timely basis.

MANPOWER: Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

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Source: https://www.industrydocuments.ucsf.edu/docs/gfpn0004

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